

Message Text

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PAGE 01 LIMA 11083 231950Z
ACTION ARA-14

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00
PA-02 SIL-01 USIA-15 PRS-01 /053 W
-----005480 240257Z /41
R 231925Z DEC 77
FM AMEMBASSY LIMA
TO SECSTATE WASHDC 8034
USDOC WASHDC

UNCLAS LIMA 11083

E.O. 11652: N/A
TAGS: BEXP, PE
SUBJECT: RESULTS OF TENTH INTERNATIONAL PACIFIC FAIR

REF: (A) LIMA 10972, (B) USDOC 24230

1. FOLLOWING CLOSING OF TENTH INTERNATIONAL FAIR OF THE PACIFIC
(NOVEMBER 16-27, 1977), COMMERCIAL ATTACHE PERSONALLY INTERVIEWED
EACH FIRM THAT EXHIBITED IN THE USA PAVILION. FOLLOWING DATA
IS TABULATION OF INFORMATION PROVIDED:

NUMBER OF PARTICIPATING US FIRMS: 80

NEW-TO-EXPORT 2

NEW-TO-MARKET 15

OLD-TO-MARKET 63

ANNUAL SALES:

LESS THAN DOLS 1 MILLION 2

DOLS 1 - 50 MILLION 32

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OVER DOLS 50 MILLION 46

ACTUAL EXPORT SALES DURING EVENT (USDOLS FOB): DOLS 14,239,500

LEADS OBTAINED: 6,261

EXPECTED EXPORT SALES NEXT 12 MONTHS: DOLS 24,320,000

SALES REPRESENTATION AGREEMENTS

ACTUAL 2

LEADS 7

EXPECTED 12 MONTHS 4

LICENSEE AGREEMENTS

ACTUAL 0

LEADS 5

EXPECTED 12 MONTHS 1

JOINT VENTURE AGREEMENTS

ACTUAL 0

LEADS 3

EXPECTED 12 MONTHS 2

OBJECTIVE IN PARTICIPATING:
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FINDING SALES REP 1

FINDING LICENSEE 1

FINDING JOINT VENTURE PARTNER 1

EXPOSURE TO NEW BUSINESS PROSPECTS 63

PRODUCT TESTING 40

IMMEDIATE SALES 73

OTHER (IE. PRESTIGE; NEED TO BE SEEN, ETC.) 10

FIRST OBJECTIVE ACHIEVED:

YES 79

NO 0

PARTIALLY 1

2. COMMENT: THE US PARTICIPATION IN THE TENTH PACIFIC FAIR WAS A TOTAL SUCCESS. THIS YEAR'S EVENT WAS THE LARGEST EVER UNDERTAKEN BY THE UNITED STATES. THE USA EXHIBITION WAS CONSIDERED BY ALL THE HIGHLIGHT OF THE FAIR. IT WAS THE LARGEST SINGLE EXHIBITION OF ANY OF THE THIRTY FOREIGN COUNTRIES PARTICIPATING (MORE THAN 6,000 SQ. METERS OF INTERIOR AND EXTERIOR SPACE). OUR EXHIBITION HAD THE GREATEST VARIETY OF PRODUCTS, COMMERCIAL VALUE, ADVANCED TECHNOLOGY, AND MOST ATTRACTIVE PRESENTATION. PERUVIANS CORRECTLY INTERPRETED OUR PARTICIPATION AS A REASSERTION OF OUR TRADITIONAL PROMINENCE AS PERU'S NUMBER ONE TRADING PARTNER WHICH HAS BEEN ERODED SINCE 1968.

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IT IS CUSTOMARY HERE TO UNDERVALUE MERCHANDISE AND WE BELIEVE THAT THE VALUE OF ACTUAL SALES WAS CONSIDERABLY HIGHER THAN THAT REPORTED BY PARTICIPATING FIRMS. MOREOVER, THE RETAIL VALUE OF GOODS EXHIBITED WILL BE AT LEAST DOUBLE FOB FIGURE. ALL EQUIPMENT AND MACHINERY EXHIBITED WAS SOLD DURING OR IN SOME CASES PRIOR TO THE FAIR AND NONE WILL HAVE TO BE SHIPPED BACK TO THE UNITED STATES.

EXPECTED SALES REPORTED ARE HIGHLY SPECULATIVE AND WILL DEPEND ON GOP'S IMPORT POLICY FOR 1978. IT IS STILL NOT CLEAR HOW GOVERNMENT WILL APPORTION IMPORT PERMITS. ANNUAL IMPORT PLANS FOR 1978 SUBMITTED BY ALL PERUVIAN IMPORTERS HAVE STILL NOT BEEN ACTED UPON BY COMMERCE MINISTRY.

3. MORE DETAILED ANALYSIS OF ABOVE STATISTICS AND MARKET STUDY BASED ON INTERVIEWS WILL BE SUBJECT OF SEPARATE AIRGRAM.

4. PAVILION MANAGER DAHMLow TOOK SEVERAL DOZEN PHOTOGRAPHS OF EXHIBIT WITH HIM WHEN HE DEPARTED LIMA. HE SAID HE WAS HANDCARRYING THEM TO USDOC FOR USE IN CONNECTION WITH "COMMERCE AMERICA" ARTICLE. EMBASSY TODAY AIRPOUCHING ADDITIONAL PHOTOGRAPHS TO BREWER (OIM/BIC).
SHLAUDEMAM

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Current Classification: UNCLASSIFIED
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Control Number: n/a
Copy: SINGLE
Sent Date: 23-Dec-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
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Drafter: n/a
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Expiration:
Film Number: D770480-0856
Format: TEL
From: LIMA
Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t19771222/aaaaasgh.tel
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Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
Subject: RESULTS OF TENTH INTERNATIONAL PACIFIC FAIR
TAGS: BEXP, PE
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